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FOREIGN NEWS ON CITRUS FRUIT

GERMANY SHOWING INTEREST IN GRAPEFRUIT

Discriminating German consumers are manifesting interest in American grapefruit and evincing a desire to try it out, according to W. A. Schoenfeld, Agricultural Commissioner at Berlin, who recently made a survey of retailers in Hamburg, Bremen, Berlin and Leipzig. While demand is very small as yet, there now appears to be a somewhat better outlook for marketing grapefruit in Continental Europe, especially Germany, than existed a year ago. The fruit is now better known abroad and more is also known of the problems to be met in marketing it.

Quite general use is now being made in Germany of American grapefruit in window displays by "Kolonialwaren" stores (general grocery stores), particularly those dealing in imported fruits. There is a considerable sale in places where Americans are found in large numbers. This trade is doing much to call attention to the fruit and to spread knowledge of its use.

As yet very little is known about the preparations of grapefruit for serving. Most of the dealers interviewed expressed the hope that directions for the preparation and serving of grapefruit would be printed either on the wrapper or on special cards to be included with each box of fruit. These directions should be printed in English, Scandinavian, German and French. Dealers would be most willing to distribute such literature to the consumer. Some statement as to the health value of grapefruit should also be included.

The term "grapefruit" is difficult to pronounce and understand for continental Europeans, according to a number of dealers interviewed. The designation "Pampelmuss" is used by a large number of dealers in German speaking countries and a number have expressed themselves favorably towards the term "Pomelo". Since grapefruit are so relatively new in the market, it would seem advisable to put it before consumers under its proper name- clearing up once and for all any uncertainty about the product. A number of dealers evinced a desire to aid in an advertising campaign to interest their customers in the buying of grapefruit. A compaign would undoubtedly be effective.

The retail trade prefers bright yellow fruit. This kind sells much more readily than russet. The best selling sizes are 46's, 54's and 64's with a tendency toward the larger sizes. This is, of course, a good indication of the class of trade now buying the fruit. Retail prices in the four cities mentioned above are usually quite uniform, ranging from 90 Pfg. (22¢) to marks 1.20 (29¢) for 54's size. Prices were mostly M. 1 (24¢). Wrappers are considered very important by the retail trade, more so than box labels. They should be of good quality paper and large in size. The possibility of printing directions on wrappers has already been mentioned.

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